

# McKinney Economic Development Corporation

## June 2019 Organizational Report

Peter Tokar  
MEDC President

MEDC Board of Directors,

I would like to start with welcoming our new board member, former Mayor Pro Tem, Tracy Rath to the Board of Directors. Tracy is a true public servant having served on many board in the city of McKinney as well as City Council. She brings a wealth of knowledge and expertise to the board and I am very happy to have her join our ranks. Welcome Tracy!

We are very close on to some project announcements and I believe this summer will be the start of something very special in McKinney from a development perspective. I want to take moment to congratulate Independent Bank on the Grand opening of their new building. They had a wonderful celebration where they announced their new branding of becoming Independent Financial. They created a truly spectacular building in McKinney.

-Peter

### President's Report:

#### A. Organizational Updates

- Danny Chavez, Senior Vice President, started on May 28<sup>th</sup> and is taking leadership on our Projects team and targeted email marketing strategy.
- We completed our board room renovations adding in interactive displays and large screen displays to modernize our presentation software for clients and prospects. The new board room can now seat up to 6 additional people which adds to its function ability.
- In efforts to continue supporting our City Initiative of being a High Performance Organization (HPO), myself and all staff are reading through the HPO Organization book and have bi-weekly subject matter reviews of elements of an HPO organization.
- 5G Specialist Position – We will complete interviews for the 5G Specialist position this week and hopefully have an offer letter out to a qualified candidate by next week. This will be a key position for moving forward the MEDC and City of McKinney 5G strategic plan. This position will be the lead liaison between the MEDC's efforts in deploying a 5G network in the development community as well as work with the City on city-wide deployment of smart city initiatives. Given that this is a position that will interact with both the City and MEDC on the 5G strategic committee, the interview panel for the position consists of both MEDC executive staff and city executive leadership.

## **B. New Business Attraction – Projects**

- RFPs received: 5
- RFPs responded to: 4
- A New Project – Continued working with a Global America Headquarters relocation project and attended a meeting on May 29. The company’s global headquarters is located overseas.
- A New Project – Have been working with a new project interested in a relocating its US Headquarters location since May 2018. Visited the company, attended a meeting with Chairman/Executives and had a company operation tour on May 30. McKinney is one of the final site selection cities.
- A New Project – Led a meeting to attract a new Global America headquarters relocation prospect at McKinney Economic Development Corporation (MEDC) on May 30. The company’s global headquarters is located overseas.

## **C. Marketing / Communications**

- We are trying to plan the physical launch of the new brand at the next chamber quarterly member’s luncheon. We are going to do a road show of the new brand at all the chamber events for the rest of the year and invite developers and brokers to attend.
- Social Media Metrics: See the attached report.
- BISNOW – Continued to work with BISNOW executives to conduct program evaluation for Year 2019 after the productive partnership in 2016, 2018 and 2019. Commencing the discussion of the planning for the potential engagement(s) in 2020.

## **D. Business Retention & Expansion**

- BRE Visits: 3 | Businesses Assisted: 11
- BRE Program
  - New “enhanced, relevant” BRE program is almost complete and will go live after the board presentation.
- StatLab
  - We continuing to work with the Executive Team there. It looks like they have decided to move their admin staff only and not the fulfillment area.
  - We have located a nearby site the Exec Team is considering.
- Watson and Chalin
  - We are continuing to search for dates to conduct a facilities tour.
- Tech Culture McKinney
  - Our marketing firm is going to be filming a virtual reality tour video of TCM to post to our website. This is all part of the new marketing initiative.
  - TCM is up to 9 new tenets and becoming more popular day by day.
- Playful Corporation – Hosted a lunch with Playful executive staff at Harvest on May 16.
- Tenant Tracker – Assisted Tenant Tracker referred business partner with staff’s recommendation of business network opportunities in McKinney, Dallas Metroplex and Asian Community on June 5.

## **E. Emerging Technology / Tech Ecosystem**

- The emerging tech program is being re-evaluated to expand the scope of operations and offerings.

## **F. Development Updates**

- We are continuing to talk to developers about opportunities on the MEDC Owned land. There is significant interest out in the development community and we are getting more and more request about the future of those lands every month.
- You can see dirt moving on the Hub 121 mixed-use development site. We are hopeful that the recently announced SRS Headquarter building will be breaking ground by the end of the summer as well as more potential development activity.
- Cotton Mill: Terry Casey is working with a new “startup” enterprise, Millhouse McKinney, a non-profit designed to connect women, build community, share resources, and create social and economic impact by fostering FEMpreneurship. A master plan is underway to develop the entire site. Plans to bring more of the property to grade to add some water features are being considered.

## **G. Networking / Business Development**

- Assisted in resolution of utility issue for Project Tahiti per board’s direction.
- Incentive agreement was fully executed for development of large new business park in McKinney. Development currently underway.
- Participated at NAIOP (National Association of Industrial and Office Park) networking meeting in Dallas.
- Participated at SMART Manufacturing evening networking event in Frisco.
- Participated at Industrial Asset Management Council (IAMC) Spring Forum in California. Worked with site selector on potential project.
- Hosted California Tech Company on full day visit to McKinney.
- Participated at 3 business leads group meetings in Dallas.
- Participated at real estate financial group networking meeting in Dallas.
- Contacted and re-contacted 57 office/industrial tenant brokers, office-industrial-mixed use developers, site selectors, architects, development engineers, construction companies, capital firms, real estate attorneys, title companies and other “multipliers” during the reporting period to present McKinney.
- Participated at Urban Land Institute evening event in Dallas.
- Made 63 new and follow up calls to end user companies/business leads during the reporting period.
- Contacted broker for large industrial development project in McKinney and they indicated that they would start grading of first phase in late summer.
- Made presentation to Dallas architectural firm.
- Participated at open house networking and celebratory events at Independent Bank (Independent Financial)
- Assisted company in California to obtain info on Texas tax matters as they consider relocation opportunities in McKinney.
- Met with 3 construction companies during reporting period to update them on McKinney.

- Re-contacted European company to keep McKinney in their “radar screen” as they consider DFW expansion opportunities.
- Contacted 3 site selection firms referenced in an article in the *Wall Street Journal* to present McKinney.
- Re-connected with developer of planned large hotel project and to discuss future Class A office opportunities in McKinney.
- Re-connected with property owner/large developer regarding any plans for Class A office project.
- Re-contacted New York-based capital firm about office and other development opportunities.
- Arranged meetings with office/mixed use developer met at Urban Land Institute networking meeting in Dallas.
- Re-contacted industrial park development firm about their recently acquired property in McKinney.
- Made presentation to Managing Partner of large commercial brokerage firm.
- Assisted various developers to connect with City Development Services Department regarding potential projects (business assistance).
- Based on *Dallas Business Journal* article, made numerous phone calls to company and brokers regarding large business considering development of Dallas area headquarters.
- Responded to inquiry from broker regarding larger industrial project. Provided sites information.
- Based on article in *D CEO Magazine*, contacted 6 CEO's who recently relocated to DFW to introduce McKinney and see if they knew of other companies that might consider such a move.
- Followed up with out-of-state site selector who visited McKinney regarding his client company. Company decided not to select area.
- Made presentation to office and industrial tenant brokers
- Participated at manufacturing industry meeting in Irving.
- Worked in collaboration with BREP Director to provide information on office space to an existing McKinney company seeking to expand. Company reported that there are no office locations in McKinney which will meet their needs.
- Worked in cooperation with BREP Director regarding expansion opportunities for existing McKinney industrial company. Worked closely with their broker on potential locations.

#### **H. Administration and Operations**

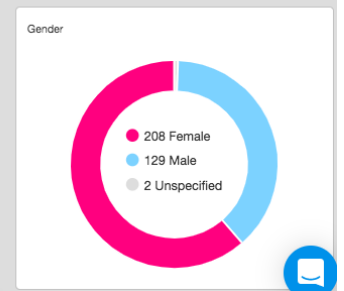
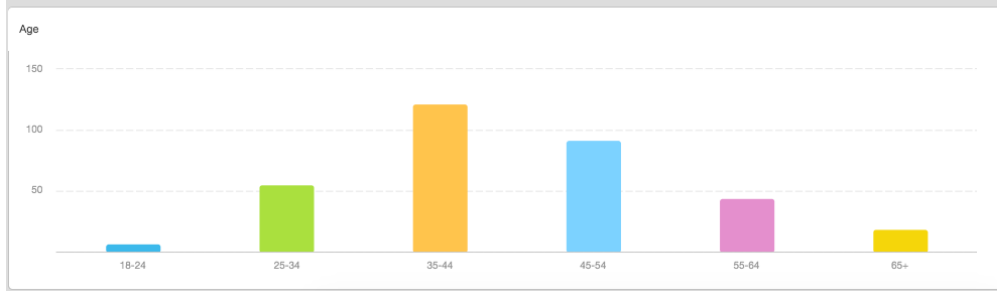
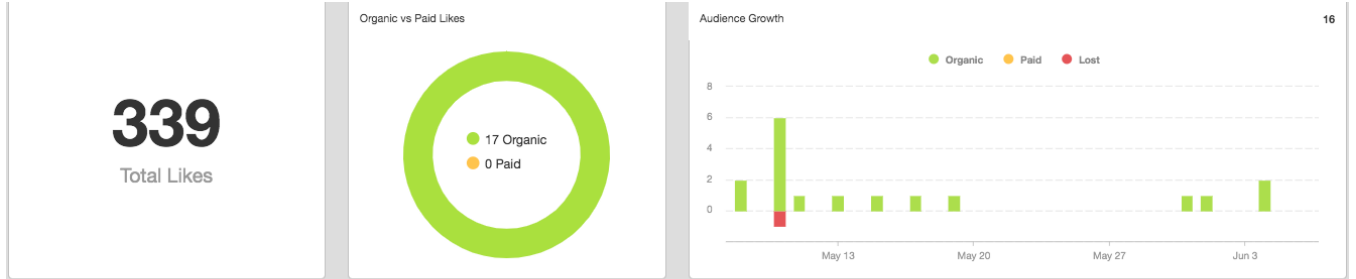
- We are in Budget planning mode. We have met with finance to develop our baseline projections for the coming budget year. The executive team is currently working on a draft proposal for our new budget and will be holding a meeting with the finance committee once the draft has been completed.

McKinney Economic  
Development  
Corporation

30 Day Social Media  
Insights Report

# Facebook

Likes - 339



**Top Countries**

Country	Count
United States	338
Afghanistan	1

**Top Cities**

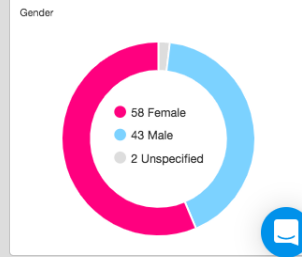
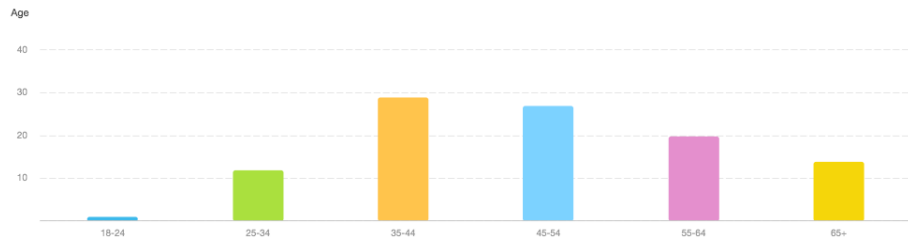
City	Count
McKinney, TX	226
Dallas, TX	27
Frisco, TX	9
Plano, TX	9
Van Alstyne, TX	5
Anna, TX	4

**Top Languages**

Language	Count
English (United States)	332
English (United Kingdom)	5
Spanish (Laos)	2



● Likes - 301  
● Shares - 46  
● Comments - 21



Top Countries	
United States	102

Top Cities	
McKinney, TX	62
Dallas, TX	5
Plano, TX	4
Frisco, TX	4
Van Alstyne, TX	2
Reno, NV	1

Top Languages	
English (United States)	99
English (United Kingdom)	2
Spanish (Laos)	1

### Your 5 Most Recent Posts

[Create Post](#)


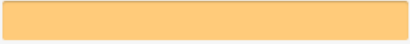
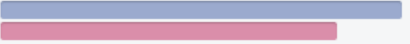



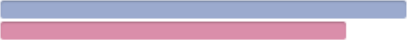



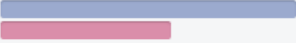
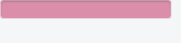
■ Reach: Organic / Paid 
 ■ Post Clicks 
 ■ Reactions, Comments & Shares *i*

Published	Post	Type	Targeting	Reach <i>i</i>	Engagement	Promote
06/06/2019 10:56 AM	"5G is the future of technology infrastructure that will help enable			93 <span style="color: orange;">■</span>	1 5 <span style="color: pink;">■</span>	<a href="#">Boost Post</a>
06/04/2019 10:11 AM	The McKinney Chamber of Commerce Golf Classic was			101 <span style="color: orange;">■</span>	27 5 <span style="color: blue;">■</span>	<a href="#">Boost Post</a>
05/31/2019 9:40 AM	The beautiful new corporate headquarters for Independent			363 <span style="color: orange;">■</span>	102 33 <span style="color: blue;">■</span>	<a href="#">Boost Post</a>
05/30/2019 6:00 AM	It was a pleasure getting to know the Craig Ranch Leadership vision			70 <span style="color: orange;">■</span>	3 2 <span style="color: pink;">■</span>	<a href="#">Boost Post</a>
05/29/2019 5:30 AM	The Souths Rapid Growth according to New Population Data.			83 <span style="color: orange;">■</span>	1 7 <span style="color: pink;">■</span>	<a href="#">Boost Post</a>

[See All Posts](#)

Show All Posts ▾

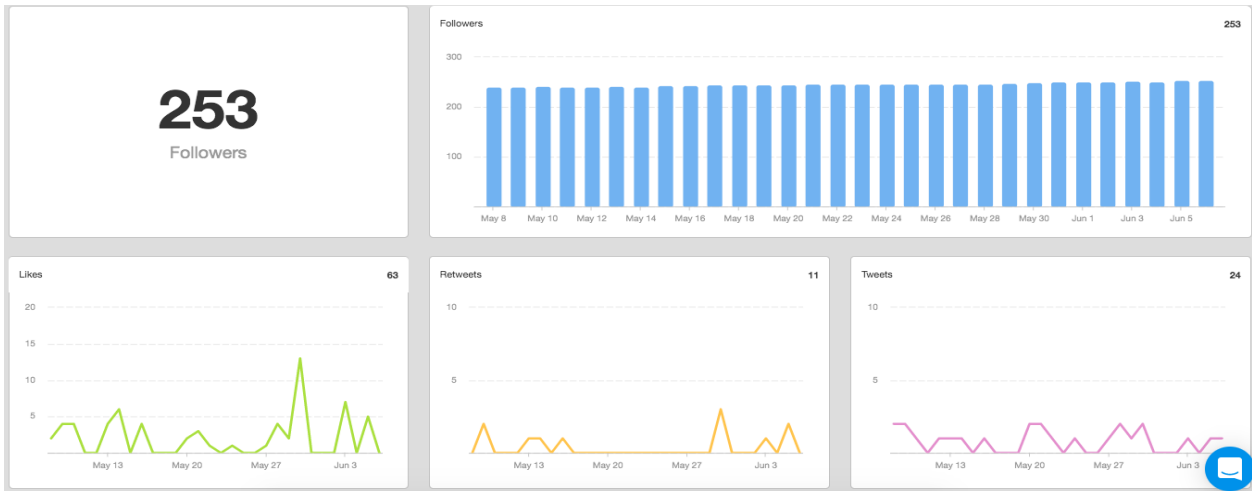
Reach Post Clicks Reactions, Comments & Shares ⓘ

Type	Average Reach	Average Engagement
 Link	178 	10 8  
 Photo	101 	10 8  
 Video	87 	7 4  



# Twitter

Followers - 253



## 28 day summary with change over previous period



Jun 2019 • 6 days so far...

### TWEET HIGHLIGHTS

#### Top Tweet earned 330 impressions

The McKinney Chamber Golf Classic  
[@McKinneyChamber](#)

[#MondayMorning](#) [#MorningGolf](#) [#Golf](#)  
[#NewWeek](#) [pic.twitter.com/vekb0BmRtp](#)



#### Top mention earned 38 engagements

**Danny Chavez**  
[@DannyChavezTX](#) · Jun 5

It was a pleasure to be interviewed by [@Consultant\\_CNCT](#) on their [#JobsTeamPodcast](#) I talk about how authenticity is imperative in trust-building for teams & more. [@McKinneyTxEDC](#) [@DRChamber](#) [#Econdev](#) [#Dallas](#) [#McKinney](#) [#podcast](#) [#leadership](#) Check it out here: [bit.ly/022AJT](#)

### ADVERTISE ON TWITTER

#### Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more people.

[Get started](#)

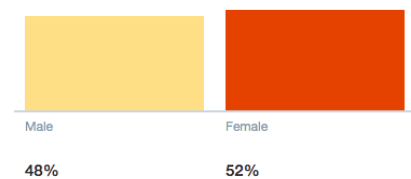
### JUN 2019 SUMMARY

Tweets	Tweet impressions
<b>2</b>	<b>1,929</b>

### Interests

Interest name	% of audience
Dogs	99%
Weather	98%
Technology	94%
Tech news	94%
Science news	92%
Sports news	91%
Music festivals and concerts	91%
Sporting events	90%
Government	88%
Space and astronomy	85%

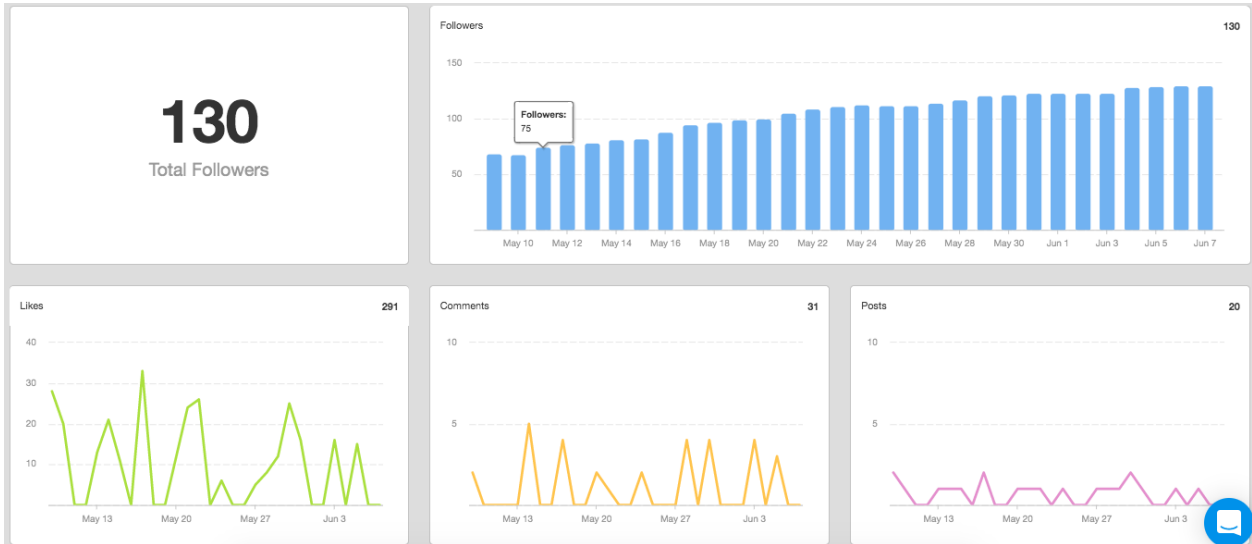
### Gender



- I have been getting to know our Twitter followers based on my Tweets. Change and more ideas are coming to change our engagement.

# Instagram

Followers: 130



Date	Post	Likes	Comments
Jun 5, 2019	"5G is the future of technology infrastructure that will help enable our city to leverage smart city tools that will help create a more dynamic community for both residents and businesses alike" - Peter Tokar, III, President and CEO of McKinney Economic Development Corporation #5gtechnology #Growth #WorkMcKinney #Moving #UniqueMEDC #Technology #RealEstate #Relocation #mckinneytx #mckinneyedc #economicdevelopment #texas #business #5g #technology	15	3
Jun 3, 2019	The McKinney Chamber Golf Classic @mckinneychamber #MondayMor	16	4
May 31, 2019	The beautiful new corporate headquarters for Independent Bank. Locate	16	0
May 30, 2019	Exciting event for Independent Bank! Congratulations again! 🎉 #Ribboi	11	2
May 30, 2019	It was a pleasure getting to know the Craig Ranch Leadership, vision an	14	2
May 29, 2019	The Souths Rapid Growth according to New Population Data. McKinney	12	0
May 28, 2019	What are you excited about this Summer in McKinney? Let us know in t!	8	4

# LinkedIn

Followers: 3



- Working on getting our new page out.